

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMG1614 – MANAGEMENT

(All sections / Groups)

17 OCTOBER 2018
9.00 a.m. – 12.00 p.m.
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (*including* this cover page) with 4 questions only.
2. Attempt **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Question 1

- a) Elaborate on the **THREE (3)** management skills that are required by all managers. (10 marks)
- b) Explain the **FOUR (4)** task environments in management. (8 marks)
- c) Discuss Triple Bottom Line from the management perspective. (7 marks)

Question 2

- a) What are the **FIVE (5)** characteristics of effective goals? (10 marks)
- b) Elaborate on the advantages of **FIVE (5)** common organisational structures. (10 marks)
- c) What are the **FIVE (5)** characteristics of innovative companies? (5 marks)

Question 3

- a) Define the Balance-Scorecard and list the **FOUR (4)** key performance metrics. (10 marks)
- b) Distinguish between hierarchical and decentralized approaches in management. (10 marks)
- c) Explain why benchmarking is an important component in the Total Quality Management (TQM) programs. (5 marks)

Question 4

- a) Describe and explain the different directions of communication flow within an organisation and how each could be appropriately used in workplace communication. (10 marks)
- b) As a manager of Tea Live branch in Damansara, Kuala Lumpur, you have realized that your team members are not motivated. Use Herzberg's two-factor theory to motivate your employees. What steps can you take to maximize the motivation? (5 marks)
- c) "Good management consists in showing average people how to do the work of superior people" ~John D. Rockefeller.
Based on the statement above, briefly describe the **FIVE (5)** hierarchy levels of leadership in management. (10 marks)

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